IN THE CLAIMS:

The following is a complete listing of the claims, and replaces all earlier

version and listings.

1. - 93. (canceled)

94.   (currently amended):   A server, which is capable of communication

communicates with a plurality of client computers through a computer network, for

discriminating log-in information received from each client computer, and transmitting

data of an order screen used by a user for the purpose of ordering a new consumable, to a

logged-in client computer, said server comprising:

a first input section, arranged to input order data inputted by a user who uses

the order screen displayed on a monitor of the logged-in client computer;

a second input section, arranged to input collecting data of a used

consumable returned from the user;

a database which stores the order data and the collecting data in relation

with the log-in information;

a calculator, arranged to calculate an incentive data based on a plurality of

the order data and a plurality of the collecting data stored in said database in a unit of the

log-in information;

a generator, arranged to generate price data of the new consumable in

accordance with the incentive data in the unit of the log-in information; and

a provider, arranged to provide the logged-in client computer with the price

data corresponding to the log-in information of that client computer to display a price of

the new consumable on the order screen, and, in response to an instruction of the user, to provide the logged-in client computer with data of a confirmation screen, which includes the order data, the collecting data, and the incentive data corresponding to the log-in information of that client computer, to report a collection rate of the used consumable, and the incentive data as a discount rate of a new consumable to the user.

95. - 99. (canceled)

100. (currently amended):   A method of controlling a server, which ~~is~~ ~~capable of communication~~ communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data of an order screen used by a user for the purpose of ordering a new consumable, to a logged-in client computer, said method comprising the steps of:

inputting order data inputted by a user who uses the order screen displayed on a monitor of the logged-in client computer;

inputting collecting data of a used consumable returned from a user;

storing the order data and the collecting data in relation with the log-in information to a database;

calculating the user's incentive data based on a plurality of the order data and a plurality of the collecting data stored in the database in a unit of the log-in information;

generating price data of the new consumable in accordance with the user's incentive data in the unit of the log-in information; and

providing the logged-in client computer with the price data corresponding to the log-in information of that to display a price of the new consumable on the order screen; and

providing, in response to an instruction of the user, the logged-in client computer with data of a confirmation screen, which includes the order data, the collecting data, and the incentive data corresponding to the log-in information of that client computer, to report a collection rate of the used consumable, and the incentive data as a discount rate of a new consumable to the user.

101. - 103. (canceled)

104. (currently amended): A computer program stored on a computer readable medium having a computer program code for a method of controlling a server, which is capable of communication communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data of an order screen used by a user for the purpose of ordering a new consumable, to a logged-in client computer, said server, said method comprising the steps of:

inputting order data inputted by a user who uses the order screen displayed on a monitor of the logged-in client computer;

inputting collecting data of a used consumable returned from a user;

- 4 -

storing the order data and the collecting data in relation with the log-in information to a database;

calculating an incentive data based on a plurality of the order data and a plurality of the collecting data stored in the database in a unit of the log-in information;

generating price data of the new consumable in accordance with the incentive data in the unit of the log-in information; and

providing the logged-in client computer with the price data in corresponding to the log-in information of that to display a price of the new consumable on the order screen; and

providing, in response to an instruction of the user, the logged-in client computer with data of a confirmation screen, which includes the order data, the collecting data, and the incentive data corresponding to the log-in information of that client computer, to report a collection rate of the used consumable, and the incentive data as a discount rate of a new consumable to the user.

105. - 107. (canceled)

108. (currently amended): The server according to claim 94, wherein the collecting data includes data indicating a kind of the used consumable,

wherein said calculator calculates (i) a first incentive corresponding to a collecting state indicated by the plurality of the collecting data in a unit of the kind of the used consumable, and (ii) a second incentive corresponding to an order state of the new consumable indicated by the plurality of the order data, and

wherein said calculator calculates the user's incentive data using the

first and second incentives.

109. (previously presented): The server according to claim 108, wherein

the order data includes data indicating a kind of the new consumable, and said calculator

calculates the second incentive in a unit of the kind of the new consumable.